

### 3 Local Dress Shops Locked In Price War

Alert housewives took advantage of a price war being waged by three downtown Torrance dress shops last week.

The war was set off by a new store, CGC (California Greater Clothes), a self-service discount apparel firm which now occupies the former Safeway building. Locked in the price battle with CGC is the Mayflower Dress Shop, owned by Percy Ross, who announced that he can hold out longer with "throat cutting prices" than anybody else in town. The third shop declined any comment.

In advertisements last week, items such as girdles, sold as low as 50 cents in one store. Women's car coats were offered for \$7.47 and capri pants for \$1.67. Torrance merchants agreed that these prices are way below cost.

A local housewife, asked what she thought of Torrance's first retail price war, said: "I hope it continues. The way the cost of living has been going up for the past year, it's a pleasure to see some go down for a change."

### Seek Phones On Freeways

Supervisor Kenneth Hahn insisted this week that the State Highway Department should install emergency telephones on freeways in Los Angeles County so that the motoring public can communicate immediately with the proper authorities when help is needed.

Recently the Board of Supervisors adopted a resolution by Supervisor Hahn urging the State Highway Department to install the emergency phones for the safety of the 700,000 motorists who use the freeways in Los Angeles County each day.

In an answer this week, State Highway Engineer G. T. McCoy wrote a letter stating that the State Highway Department will not install the emergency telephones.

Instead, McCoy suggested that motorists should look for uniform signs (which are being proposed) on the freeways indicating the location of public telephones off the freeways near the end of off-ramps.

"This is not a practical idea," Supervisor Hahn declared. "When a person has an emergency on the freeway, such as a flat tire, motor trouble, accident, fire or sickness, he can't be expected to go looking for telephones several blocks away. He's trapped on the freeway and needs the telephone near at hand to summon help in a hurry."

McCoy also stated that "some progress" is being made toward establishing public telephones as a "convenience" along the freeways at locations where they would not present a hazard to traffic.

This would make it possible for motorists to stop and talk to their relatives, friends and business associates.

What is needed, Supervisor Hahn declared, is a "call box" type of emergency phone linked directly to an emergency communications center. "This would enable the motorist in trouble to just pick up the phone to get help started on the way."

### Lions Plan Go To Church Day

Sunday, November 17, the Lions club will hold its annual "Go To Church Sunday."

Lion Reverend Milt Sippel will conduct services at 11 a.m., at the First Christian church.

All Lions are asked to attend with their wives and children, a special section will be reserved for them.

### 'The Other City'

Civic officials and community leaders of Centinela Valley-South Bay District will gather at the Banquet Room of the Hyatt House at 8 p.m. tonight for the American Cancer Society's film premiere of the "The Other City." Mrs. Letha C. Dunn, ACS District Chairman of Volunteers, announced.

Well, it's now official! The Daily Telegraph (London) has just issued a 16-page supplement on the U. S., which leads off with the admission: "America is now culturally mature."—Quote.

### County Orders 5 Ambulances

County Supervisor Kenneth Hahn announced this week that five new county ambulances have been placed in operation and that an order has been placed for five more to be delivered next year.

Supervisor Hahn, chairman of the Board of Supervisors' Committee on the Mechanical Department which maintains the ambulances, pointed out that many of the county ambulances have logged more than 50,000 miles.

Of the ambulances being replaced by the new ones just

placed in operation, one had been driven over 163,000 miles since it was bought in 1953. Two others had logged more than 140,000 and 130,000 miles each.

"I think that all County ambulances should be replaced by the new ones," Supervisor Hahn stated.

A total of 33 ambulances are in operation servicing the County hospital system. Fifteen of these are at the General Hospital, four are at Harbor General Hospital, two at Long Beach General Hospital, five at Olive View Sanatorium, three at

### Sleep at Home, Not At Wheel, CHP Warns

Fatigue and dozing at the wheel are definite accident causing factors warns the California Highway Patrol.

"An average of over 270 drivers a month either fatigued or asleep at the wheel are involved in traffic accidents on California streets and highways," declared Patrol Commissioner B. R. Caldwell.

"These factors are easily controlled through proper consideration of the hazards connected with driving while excessively tired or sleepy."

### Five Sections Top Quotas in Chest Drive

Five residential sections and one residential division in Torrance topped their quotas last week for the 1957-58 Community Chest campaign, which got under way November 4, in residential area with 600 volunteers in Torrance ringing doorbells and asking for contributions to the Red Feather campaign.

The division headed by Mrs. Lloyd Baxley went "over the top" of their \$420 quota on Wednesday, and a section in Mrs. Baxley's division headed by Mrs. James E. McNeill, exceeded its

quota on Tuesday. It was the first section in Torrance to exceed its quota.

Other sections which have gone over their quotas are those under the leadership of Mrs.

IT'S A GOOD FEELING to know that your Torrance Press Classified ads reach thousands of people, in all sections of town, in a matter of hours! To solve a problem, dial FA 8-2345.

Jean Cramer, Mrs. William Adlington, Mrs. Lorraine Roberts, and Mrs. Howard Schott.

In South Torrance the majority of residential workers are leaders of Boy Scout or Girl Scout troops, parents of Scout members, or PTA members.

Boy Scouts, Girl Scouts and Campfire Girls are agencies of the Chest.

**KCOP** Thursday, 8:00 to 8:30 P.M. "Adventure Tomorrow" Channel 13

## Such WONDERFUL Gifts... and Wonderful SAVINGS, too!

It pays so many ways to shop at Ralphs. Not only really good "specials" every day in the week... but regular "shelf-prices" on everything are right down to bed rock... and, on top of that, you get really fine gifts you're proud to own or give... absolutely FREE for the gold cash register slips at



**Ralphs**  
SINCE 1873

**P.S. Do come in and see for yourself!**

**Ralphs FRESH PRODUCE**

**VALENCIA ORANGES FANCY**  
5 Lbs. for **39¢**

**ANJOU PEARS EXTRA FANCY**  
2 Lbs. for **19¢**

**RIBIER GRAPES FANCY**  
3 Lbs. for **25¢**

**LONG GREEN CUCUMBERS FRESH**  
2 for **9¢**

**COFFEE**  
CHASE & SANBORN  
1-lb. Can Marked "5c Off"  
Price 84c Less 5c

**SALE PRICE 79¢**

**Ralphs CATERING**  
**Black Walnut Ice Cream**  
Pint 2 for **49¢** Half Gallon **97¢**

"Chef Milani Recommends"  
**AMERICAN BEAUTY ITALIAN STYLE Spaghetti Dinner** 8-oz. Pkg. **17¢**  
FINE, BROAD OR WIDE  
**Egg Noodles** 8-oz. Pkg. **18¢**

**TOMATO JUICE**  
SIR FRANCIS  
46-oz. Can **19¢**

**Ralphs**  
SELLS FOR LESS

Open 9 a.m. To 10 p.m.  
7 Days A Week

**Ol' Smokey Hams**  
Surplus Fat & Skin Removed  
WHOLE OR SHANK HALF Lb. **45¢**  
SHANK END **43¢** BUTT END **49¢**  
Lb. Lb.  
With Ham or Chicken Serve Ocean Spray Cranberry Sauce

**PATMAN LEAN Corned Beef Rounds** Lb. **63¢**  
**OL' SMOKEY Sliced Bacon** 1-lb. **55¢**  
**LUER PURE PORK Link Sausage** 1/2-lb. **29¢** Pkg.

**RIALTO STEWED Tomatoes** 15 1/2-oz. Con. **2 for 25¢**

**DOLE Fruit Cocktail** 16 1/2-oz. **23¢**

**NUBIAN Figs** 1-lb. **2 for 27¢**

**SWIFT'S PREMIUM Ham Quicks** 10-oz. Can. **59¢**

**CHICKEN OF THE SEA Dietetic Tuna** 6-oz. Can. **35¢**

**DUNBAR Cocktail Shrimp** 4 1/2-oz. **43¢**

**FRESH CHICKEN PARTS**

**Legs & Thighs** Lb. **57¢**  
**Breasts** Lb. **59¢**  
GIZZARDS OR  
**Wings** Lb. **33¢**

**Backs & Necks** Lb. **11¢**  
**Livers** Lb. **73¢**

**FRESH FILLET OF Ocean Perch** Lb. **43¢**

**All Meat Franks**  
Ralphs 1-lb. Pkg. **49¢** LUER 1-lb. Pkg. **53¢**

**LUER Luncheon Meats**  
FRESH LIVER SAUSAGE Lb. **43¢** PICKLE & PIMENTO LOAF Lb. **55¢**

**Swift's Prem Luncheon Meat** 12-oz. Can. **45¢**

"Chef Milani Recommends"  
**1890 French Dressing**  
6-oz. **31¢** 12-oz. **53¢**

Good at any Ralphs Market  
**This Ralphs Coupon**  
**WORTH 15¢**  
On Purchase of one 8-inch SIMPLE SIMON FROZEN  
**PUMPKIN OR MINCE PIE**  
Thursday, Friday, Saturday and Sunday only, November 14, 15, 16 & 17, 1957  
LIMIT ONE COUPON PER CUSTOMER

**LAURA SCUDDER PLAIN OR NUTTY Peanut Butter** 18-oz. **49¢**

**COMET LONGGRAIN Brown Rice** 12-oz. **19¢**

**Karo Syrup** White, Waffle or Dark Pint. **25¢**

**GERBERS Baby Food**  
STRAINED 3 for **26¢** JUNIOR 6 1/2-oz. 3 for **29¢**

**CAMPBELL'S SOUP**  
Beef, Beef-Noodle, Beef Broth (Bouillon), Chicken Gumbo, Chicken Rice, Chicken Noodle, Chicken Vegetable, Clam Chowder, Consomme, Cream of Chicken, Cream of Mushroom, Minestrone, Onion, Scotch Broth, Turkey Noodle or Vegetable-Beef.

**2 Cans for 29¢**

**GRAHAM CRACKERS**  
NABISCO Sugar Honey  
**1-lb. 25¢**

**Niblets Whole Kernel Corn** 7-oz. Can. **2 for 23¢**

**LIBBY'S HOME MADE STYLE Sweet Pickles** 12-oz. Glass **21¢**

**Challenge 1st Quality Butter** Lb. **76¢**

**Darigold 1st Quality Butter** Lb. **74¢**

**Ralphs FRESH BAKERY**

**Fruit Cake** LIGHT OR DARK  
CHUCK FULL OF DELICIOUS FRUITS & NUTS  
1-lb. **98¢** 2-lb. **\$1.89**

**FRESH Baking Powder Biscuits**  
NO MUSS—NO FUSS—FULLY BAKED—REALLY DELICIOUS WHEN WARMED Pan of 12 **29¢**

**Oh Boy frozen PIZZA PIE**  
With Cheese 8-oz. **39¢**  
With Sausage 8-oz. **49¢**

**STRAWBERRIES**  
FRESH PACT FROZEN Sliced  
**10-oz. 2 for 25¢**

**KAL KAN Horse Meat** WITH GRAVY FOR DOGS 15-oz. Can. **2.49¢** Plus 2c Tax

**ZEE Wax Paper** 100-Ft. Roll **19¢** Plus 1c Tax

**ZEE Toilet Tissue**  
White, Green, Pink or Yellow  
**4 Roll 35¢** Plus 2c Tax

**DRIED PRUNES**  
SUGARIFE Large Quick 8-Minute  
**2-lb. 49¢**

**Ralphs**  
SELLS FOR LESS

Prices Effective Thursday, Friday, Saturday and Sunday November 14, 15, 16 & 17, 1957  
We Reserve the Right to Limit Quantities

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